GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:327
ANSWERED ON:19.02.2003
PRICE OF PRINTED POSTCARDS
JAYASHREE BANERJEE

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether the Government propose to reduce the price for printed condolence postcard;

(b) if so, the rate decided for printed condolence messages; and

(c) by when the said low price condolence postcard will be made available?

Answer

MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI THIRUNAVUKKARASAR)

(a) The ordinary postcard, available for 50 paise can be used for conveying news of any kind so long as the content is hand written or typed on a typewriter. The postcard service is highly subsidised as the cost of operation is very high compared to the revenue realised. While fixing the rates of postal services, due regard is given to the interest of common man and the role of postal service in meeting the requirements of all customers in the society. Further, in order to ensure easy implementation through the country-wide postal network, tariff differentiation has to be related to obvious physical features, as in the case of printed postcard. The purpose of the message written on a postcard cannot be the basis for a difference in tariff.

(b) & (c) Do not arise in view of (a) above.